

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.  
Application No. : 10/066,811  
Confirmation No. : 6065  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION  
Art Unit : 2426  
Examiner : Fred H. Peng

New York, New York 10036  
December 17, 2010

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the July 7, 2010 Office Action, applicants hereby amend the above-identified patent application as follows:

**Amendments of the Claims** are reflected in the listing of claims which begins on page 2 of this Reply to Office Action.

**Remarks** begin on page 14 of this Reply to Office Action.